NEW this month at Erikson Consumer 2008 july MULTIMEDIA edition

July is all about the iPhone. The highly anticipated Canadian release of the 3rd generation iPhone lands the versatile player in Rogers stores nationwide on July 11th. As always, JBL and DLO are on top of their game with accessories to help you get the most out of the multi-function phone.

We want to keep you in the loop. If you have any ideas that you feel would improve a future update sheet like this one, please let us know by email at sarah.aube@eriksonconsumer.com.

literature

Make sure that your price lists are up-to-date! Changes were recently made to the DLO, JBL and boynq line-up. Ask your local sales representative for a copy. Please check product availability before ordering.

Also, a brochure with all DLO iPhone accessories is available upon request.

JBL

In collaboration with Apple, JBL is the first to build a high performance interference-free speaker dock for iPhone. This month JBL introduces not one, but two models to the market.

The first is a refreshed version of the much-loved circular design, the On Stage IIIP. The second is a new slick and slim model that will fit nicely in front of your computer monitor, the On Stage 200ID.

On Stage IIIP

Both units play and charge all docking iPod models and iPhone, have a 3.5mm stereo mini jack to connect an iPod shuffle or another audio device and include an IR remote with full iPod and iPhone navigation. The two docks feature digital amplification and digital sound processing to give you the great JBL sound you love. To top that off, the On Stage IIIP also has a battery compartment, making it the ideal compact travel companion.

On Stage 200ID

DLO

DLO has your iPhone covered. In addition to the line-up you know and love – the workout-ready neoprene Action Jacket, the form-fitting silicone Jam Jacket with or without headset management and the hard plastic VideoShell with desktop stand – DLO has a fresh new set of accessories specially made for the iPhone.

HipCase Eco-Aware Sleeve

There's a little something for everyone – leather and nylon HipCase holsters, an Eco-Aware Sleeve for those who want to go green (environmentally, not the colour), a HybridShell that combines the best of a silicone and plastic case, and a VentMount that can be attached to your dashboard, your belt or be used as a desktop stand, making it the triple-threat of iPhone cases.

For the on-the-go individual, DLO has a set of interference-free portable speakers with a stand for viewing iPod or iPhone videos. The 3-piece ensemble can be combined for easy travel. An Auto Charger is also available to keep your iPhone fully powered while you're on the road.

Portable Speakers for iPhone

Play it smart with your iPhone and add on a few essentials from DLO. Surface Shields are available to protect the iPhone's wide screen from scratches and reduce the glare. DLO has also cleverly made an adapter that allows you to connect any headphones you may already own that would otherwise not fit the tricky recessed jack on the iPhone.

Surface Shields

then & now

DLO's original TransDock micro has served iPod users well over the years, but it was time for an upgrade.

circa-2005

2008

The TransDock micro 2 has a new fresh look and is easier to use with its tuning dial. The greatest improvement to the car transmitter is the added IntelliTune feature that automatically finds the best possible frequency to broadcast from.

An iPhone version of the device will also be available soon. Special pricing is currently available on the original TransDock micro for iPod.

new@ this month Erikson august 2008 EDITION CONSUMER MULTIMEDIA

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It's back to school and time to stock up on gear for the rush. Along with the new products featured here, make sure to check out our great specials on select DLO items. See the literature list for sale sheet availability.

We want to keep you in the loop. If you have any ideas that you feel would improve a future update sheet like this one, please let us know by email at sarah.aube@eriksonconsumer.com.

sonorix

With the recent ban of use of cell phones while driving in Quebec (and longtime ban in Newfoundland), people have been eager to get their hands on Bluetooth headsets for the road. As an alternative to the silly-looking blinking earpieces that are flooding the market, check out the slick C3 by Sonorix.

The microphone is located in a piece that clips onto your clothing and it uses regular earphones (which you can substitute with your own) to play sound. Control volume, music playback and answer the phone with one simple device. See the literature list for sale sheet with detailed info.

JBL

On Time 400IHD

JBL has dedicated two new iPod docks to getting students up for class. Following the success of the On Time, JBL introduces its new generation of clock radios for the Fall.

The On Time 400IHD and On Time 200ID let you chose between waking up to your iPod's music or AM/FM radio. The 400IHD model also receives HD radio and has a button for song tagging – it's like taking note of a song title and artist, but without the pen and paper.

Both units play and charge all docking iPod models and have a 3.5mm stereo mini jack to connect an iPod shuffle or other audio device. You can sleep in a little more with the snooze and sleep timers, the dual independent alarms and the backlit LCD display that dims automatically.

Both On Times have a similar shape, with the 200ID being the narrower unit.

DLO

One thing is undoubtedly present in every student's lifestyle – his or her bag. Be it a backpack, messenger bag or laptop carrying case, they need something to strap on to haul their stuff around. In comes DLO with their latest solution – the StrapWrap.

From an iPod to a Blackberry, StrapWrap's universal design is suitable for most devices – anything up to 2.5" wide. And with two handy pockets, you have additional storage for your earphones or headset.

The padded neoprene case wraps around straps up to 2.5" wide with Velcro and stays put with an adjustable stability clip. No more need to dig through your bag to find your phone or player, it'll always be within arm's reach.

literature

Ask your local sales representative for a copy of any sheet featured here.

Great deals are currently available from DLO. Three special sheets have been created for iPod nano & iPod classic cases, as well as the Care Kit for iPod.

Newly available sale sheets include one for the C3 Bluetooth Stereo Headset by Sonorix and a French version of the Alibi webcam by boynq.

Check out the new JBL docks on ad in Marketnews' next issue.

New at Erikson Consumer Multimedia

november 2008 edition

Important Please note that effective November 1st, a price change will be in effect for all Erikson Consumer Multimedia products.

We want to keep you in the loop. If you have any ideas that you feel would improve a future update sheet like this one, please let us know by email at sarah.aube@eriksonconsumer.com.

What's up dock?

With the release of the 4th generation iPod nano and the 2nd generation iPod touch, you may have heard about some compatibility issues with docking stations already on the market. Most docks play the music from these two models, but many of them do not charge. Why? In order to standardize their iPods, Apple has changed the charging system on the new nano and touch from FireWire to USB.

The way it works is that the iPod has a 30-pin dock connector in which each pin is assigned to a specific task. One for data transfer, one for video out, etc. There are also pins dedicated to FireWire or USB charging. The new iPod models only pull power via the USB pin. If you have a new nano or touch connected to a dock that charges using the FireWire pin, it will not work since the iPod's FireWire pin is disabled. The iPod will be trying to pull power from a different pin than the one the dock is sending power through.

Some of our older JBL and DLO docks use FireWire to charge the iPod. Compatibility charts are available upon request.

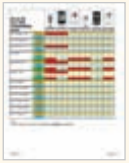
HK Go + Play

The Harman/Kardon Go + Play plays the music from the 4th generation iPod nano and the 2nd generation iPod touch, but does not charge these two models. Due to Go + Play's unwavering popularity, HK is working on fixing this problem and releasing an updated version of the dock in the New Year.

Literature Ask your local sales representative for a copy of any document featured here.

DLO has a big lineup of FM transmitters. Confused? That's ok, we've made you a cheat sheet. If you know what you want from your transmitter, our comparison chart will tell you which one is right for you. The sheet also includes a few dealer specials.

Also available: a special sheet for SanDisk Sansa products, an updated DLO iPhone accessory brochure, JBL/HK and DLO iPod dock compatibility charts.



DLO Steps It Up a Notch

The latest addition to the DLO family certainly stands out from the rest, both in its sleek design and excellent sound. The iBoom JukeBox is a high fidelity speaker system for iPod with a display remote.

The full colour screen on the RF remote allows you to navigate your iPod's music visually and from almost anywhere in your home – through walls and up to 75 feet away. The system cradles and charges both your iPod and the remote for a clean and elegant setup.

The iBoom JukeBox charges and plays all docking iPod models. It also features a 3.5mm jack so that you can enjoy powerful and accurate sound from almost any audio device.

Bulletproof Speakers

Harman/Kardon will soon be releasing a beautifully sculpted crystal-clear two-piece powered loudspeaker system for your computer. The GLA-55 is made of the same kind of acrylic used to create bulletproof glass. Running on 110 watts of digital power, these speakers are sure to knock anyone's socks off. Availability TBA.

Just On Time for Christmas

JBL's newest iPod clock radio, the On Time 400IHD, becomes available this month. JBL's only dock with AM, FM and HD radio packs all the powerful sound you know and love. Place your orders or let us know what your needs are ASAP so these can land in stores for Christmas shopping. Act quickly – availability is limited.

iPhone update

There were rumours about potential issues with JBL's On Stage 200ID and On Stage IIIP when used with an iPhone 3G. Rest assured, both docks have been tested by JBL and works great with the current iPhone model.

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new this month

january 2009 edition @ erikson consumer multimedia

Wishing you a wonderful 2009 filled with everything you could possibly hope for.

We want to keep you in the loop. If you have any ideas that you feel would improve a future newsletter, or if you would like to be added to our mailing list, please send an email to sarah.aube@eriksonconsumer.com.

iFrogz cases & headphones to hop into Canada

We are pleased to announce that we will be representing the new iPod accessory line iFrogz in Canada. Already a big hit in the US with customized products, iFrogz's claim to fame is Reminderband – a company behind silicone cause bracelets like LiveStrong.

iFrogz offers a wide variety of lint-free treated silicone cases and hard shells, in a rich spectrum of colours. They also have a diverse assortment of headphones and earbuds under the EarPolution brand, including cool retro ThrowBax.

One of the great things about iFrogz is that their products have strong, competitive price points, giving us a big advantage over cases currently on the market.

Stay tuned for more info, products should become available this Spring. For a sneak peak at what's to come, check them out at MacWorld and CES this year or online at ifrogz.com.

literature

Ask your local sales representative for a copy of any document featured here.

We've just done a big price list overhaul. Updated versions of boynq, Disney by Washburn, DLO, Gear4 and JBL are available upon request.

Macworld Conference & Expo

Stop by to check out our brands at Macworld in San Francisco, January 5th through 8th, 2008.

Harman International
Brands: Harman/Kardon & JBL
Booth #1338

iFrogz
Brands: iFrogz & EarPolution
Booth #21858

International CES

Stop by to check out our brands at the International Consumer Electronics Show in Las Vegas, January 8th through 12th, 2008.

Harman International
Brands: Harman/Kardon & JBL
Hilton 2010
North Hall Meeting Rooms N240 & N242

US Music Corp
Brands: Disney by Washburn &
George Washburn Limited (formerly Lyon)
Central, booth #14844

iFrogz
Brands: iFrogz & EarPolution
South 1, booth #21858

Samson
South 4, booth #35528

JBL Duet II & III

JBL will soon be releasing the next generation of their Duet two-piece speaker system. A new refined shape will offer even better performance that its predecessor. Duet II should be available next month and the slightly larger and more powerful Duet III should follow later this year.

New Arrivals

DLO iBoom JukeBox speaker dock with RF display remote (model DLA78405/07) and JBL On Time 400IHD iPod alarm clock with AM, FM & HD radio (model OT400IHD) are now in stock.

20 Days of Christmas

Thanks to all the dealers that took part in these daily specials, this series of events was highly successful. This coming year holds the promise of many more great deals as similar 24-hour promos. Thank you everyone who joined in on the excitement.

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